



'Think Columbus' Initiative Making Real Difference

Columbus Region Logistics Council Co-Chairman Highlights Successes

Columbus, Ohio. Western terminus of the Heartland Corridor; one of the few hubs in the US that can offer one day truck service to 75% of the US population. And a great place to live and work.

Just ask John Ness, President of ODW Logistics and Co-Chairman of the Columbus Region Logistics Council (CRLC).



John Ness, President ODW & Co-Chairman CRLC

the Columbus Chamber of Commerce in 2007 to develop the economy in logistics and supply chain management, Columbus is one of the few US cities to have a dedicated economic development council to drive business growth. The council's message is powerfully simple:

- o The Columbus Logistics hub's heartland location enables overnight service to most of the US;

- o Plenty of land and facilities available for development;
- o Rail infrastructure;
- o Education--Ohio State, Columbus State and Community College prepare talent for logistics and supply chain needs;
- o Rich Industrial History—Columbus is home to the third largest textile industry in the US, provides supplies and first--third tier manufacturers in the auto industry, medical supplies, and extensive retail distribution.

The CRLC has identified additional areas to promote "Think Columbus," campaign, and lobbies for support to make necessary changes.

Workforce. Ness describes the workforce as 'world class', well-trained, and always with a can-do attitude. The Council has fostered partnerships between industry and education, developing the workforce and the thought leaders of the future.

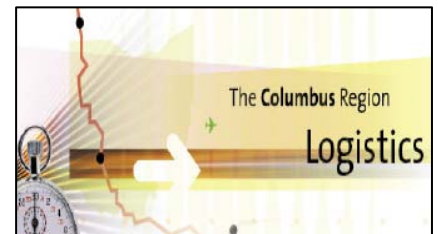
Technology. Partnering with Ohio State, CRLC developed a solution center, "Tech Columbus,"

Business Environment. The CRLC acts as an advocate for customers and local industry, appealing to policy makers and protecting investment dollars with actions such as defeating a proposed inventory tax.

Infrastructure. Here the CRLC focuses on ensuring viable infrastructure to support growth and demand.

Columbus has one of the largest commercial airports in the U.S. and plentiful land available for expanding the logistics hub. A new ICTF has been built to accommodate increased traffic from the new "Heartland Corridor" where revised rail routing cuts transit time by two days from Virginia to Columbus.

Knowing that some business was lost to other industrial areas due to congestion, the CRLC actively pursues roadway changes to improve access between freeway I270 and the ICTF. They met with the DOT in February to present their case and the State of Ohio is supportive of reconfiguration.



As evidence of the Council's positive effect, Ness noted results of the most recent survey, five years after the benchmark: Awareness and favorable impression of Columbus increased from 'no awareness' to 30% awareness and from 20% to 32% favorable on location.

Ness is happy with the result, stating that "The number one reason driving CEO decision making is 'references and recommendations of colleagues.' We call this the 'momentum factor', and count it as a measure of success of the Council."

As Ness tells us, Columbus is a world class hub, a great place to live and work, and located to facilitate the movement of goods to and through the city on to destinations world wide.